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## Open Until 9:30 Saturday Night

What to wear on Easter can be easily and economically chosen from the many offerings presented as worthy of being featured in our



# Great BEFORE EASTER Day of Tremendous VALUES



Through exceptional value-giving we are going to do our best to make Saturday a day of wonderful opportunities throughout our store for Easter shoppers. Our buyer has been busy gathering new quality merchandise for our patrons for Easter, and we earnestly believe that the offerings for Saturday are unmatchable in style, price and desirability. Every woman who has planned to shop for Easter is especially invited to inspect our offerings for Saturday. We invite comparisons and our salespeople will be glad to give you every courtesy and attention to prove to you that THE VALUES OFFERED IN EVERY SINGLE INSTANCE ARE UNUSUAL AND UNBEATABLE.

A Special Presentation of New Arrivals for Easter

## DRESSES SUTTS

MATERIALS: Georgettes Taffetas Crepe de Chine Crepe Meteor Printed Georgette

SHADES: Pekin, Navy, Brown, Belgian, Henna, Black, Beige, Taupe, Gray, Rookie.

Fashion's newest edicts are included in this offering for Easter shoppers. A great range of styles and models in a wide variety of shades and materials await your approval at this low selling price.

Seekers after exclusiveness and individuality will revel in our assembly of dress models on our second floor. A wide range of dress offerings are shown

\$12.50 to \$98.50

Beautiful Expressions of the Spring Modes in Women's Newest

Clever models in wanted materials at a price that can be beat no-

MATERIALS: French Serge Poiret Twill Gaberdines American Poplin Novelty

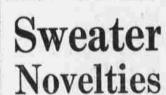
Materials

STYLES: Box Coats Vestee Models Tailored Models Blouse Effects Flare Models

Easter is dress-up time, and there is no better way to meet it than to possess one of these splendid suits, which are really astounding values. They were selected for Easter selling, and we feel sure that at the price they will move quickly

In our Suit Department you will find many clever models favored of fashion in a great variety of the season's most desired materials. There is shown a wide enough range of styles to assure every discriminating woman that she is sure to be pleased. The prices

\$14.85 to \$95.00



Never Shown in Memphis Before.

For Easter nothing could be color schemes never shown in Memphis before. They are ex-ceptional values which can not be duplicated. Baronette sain trimmed, angora trimmed and in angora and tricollette combi-



A REMARKABLE DISPLAY of WONDERFUL

## Easter Hats

Specially priced for Saturday's Sale at

Large Sailors—Transparent Models—White Milans -Mitzi Sailors - Watteau Styles - Leghorns -Clever, Close-Fitting Turbans — Tam Effects trimmed with wings, feathers, ribbons and flowers.

This sale brings an opportunity that rarely occurs before Easter; the very newest and smartest styles at prices unusually low, considering the character of these hats.

Spring's Most Distinctive Style Note in

# **CAPES** and

in the popular capes and dolmans materials such as serge, poplin, velour and silvertone. At this price we are showing wraps of these fabrics in beautiful colors—trim-mings include silk braids, novel collars and throws—large buttons, smart belts, and ties. In addition to the presentation at this price, you will find a galaxy of spring wrap styles at prices that run from-

\$7.85 to \$85

Skirts Favored of Fashion at Radical Selling Prices

\$4.85 to \$25



**Blouses** \$2.98 \$4.95

Others Up to \$25

### PETTICOATS

To Match New Spring Costume

A wide range of shades to match the new spring costume, made in all taffeta and in exceptional values at this price of